

SUMMARY POINTSMONDAY, SEPTEMBER 12, 1994Retail*Tuesday**20*

- ~~Marlboro's August share flat with July.~~
- ~~Marlboro's weekly share highest level to date (29.4%).~~  
*PM and 46.5 29.3*  
*above year record levels*
- RJR growth slowing:
  - Premium and Discount promotions.
  - Camel ~~shifting support to money off deals~~  
*incentives in advertising*
  - Select B3G3F's incidence rebounding
  - Focus on Doral at lowest price point
- GPC, Doral and Montclair growth have not expanded total discount category. (31%)

• *mostly free product promotional support expanding*

2045879175

3